

Message Text

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PAGE 01 STATE 136913
ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 /021 R

DRAFTED BY COM/BED/OIM/HHLINDSTROM, CMM/LFM
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COM/ITA/RGOOTENBERG
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EUR/RPE:RLAMANTIA

-----017540 310639Z /20

R 302338Z MAY 78
FM SECSTATE WASHDC
TO AMEMBASSY BERN
INFO AMCONSUL ZURICH

UNCLAS STATE 136913

E.O. 11652: N/A

TAGS: BEXP, SZ

SUBJECT: FY 1980 PROMOTIONAL EVENT SCHEDULE

1. THE FY 1980 COMMERCE PROMOTIONAL EVENT SCHEDULE HAS BEEN DEVELOPED ON THE BASIS OF AN ANALYSIS OF THE MARKETING FACTORS OF ALL COUNTRIES AND WITH CONSIDERATION OF ANTICIPATED RESOURCES. THE ALLOTMENT FOR SWITZERLAND TAKES INTO ACCOUNT THE PROXIMITY OF THE SWISS MARKET TO PROMOTIONAL EVENTS STAGED IN NEIGHBORING COUNTRIES AND THE CAPABILITY OF THE SWISS TO TRAVEL TO TRADE SHOWS IN THE U.S.

IN ADDITION, PRIVATE U.S. ORGANIZATIONS HAVE SCHEDULED THE FOLLOWING EXHIBITIONS IN SWITZERLAND IN FY 80: WESCOM, SOLID STATE ELECTRONICS PRODUCTION AND TEST EQUIPMENT, SEPT. 1980; MICRO-COMPUTERS, MINI-COMPUTERS AND MICRO-PROCESSORS, JUNE 1980. A FEW DAYS PRIOR TO FY 80 TELECOM 79
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TAKES PLACE WITH LARGE U.S. EXHIBITIONS SPONSORED BY THE ELECTRONICS INDUSTRY ASSOCIATION AND THE U.S. INDEPENDENT

TELEPHONE ASSOCIATION. THE FY 80 SCHEDULE FOR SWITZERLAND, THEREFORE, CURRENTLY CONSISTS OF THE FOLLOWING EVENT:

2. CATALOG EXHIBITION, SAMA, MINIATURIZATION AND AUTO-

MATION (INCLUDING MICRO-PROCESSORS, OTHER PROCESS CONTROLS, ELECTRO-OPTICAL EQUIPMENT) BERN, SEPT. 1980.

3. THE POST IS REQUESTED TO REVIEW THIS SCHEDULE AND

TO CABLE OBSERVATIONS TO REACH WASHINGTON BY JUNE 7, 1978.
VANCE

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
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Draft Date: 30 may 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
Drafter: BED/OIM/HHLINDSTROM, CMM/LFM
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Handling Restrictions: n/a
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Litigation History:
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Original Previous Classification: n/a
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